

Positive Alternatives 2016 - 17 Quarterly Update

Grantee (Name and city): New Beginnings Family Services, Red Wing (DBA First Choice Clinic)

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Goal: To provide necessary services and referrals to pregnant and parenting women of Goodhue county and surrounding rural areas.

For the period/quarter: April – June 2017

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide guidance to grant staff. Attend required grant meetings. Hire new Client Advocate.		Provided guidance to grant staff. We have purchased with grant funds, materials to help make our space more user friendly. A koala changing station, rocking chair for nursing moms and interactive/ thought provoking toys for the kids to play with. These materials allow our clients to be more comfortable, kids to be more occupied allowing the clients to focus more and gives our center an overall more family friendly atmosphere.	
Outreach	Community promotion of Positive Alternative programming Produce a series of social media ads in efforts to increase our capacity.		We utilized the USPS every door, direct mail program to target communities in our area. The postcard highlighted our EWYL program and the incentives available to our clients. We had a very good response from this piece.	
Car Seat Program	Provide car seat education and car seat installation guidelines.	2	Provided car seat education and car seat installation guidelines to more clients than initially anticipated. The education and information was well received by the clients. Moving into the warmer months we found ourselves discussing how to help keep kids cool in their car seats as several clients commented on how sweaty their baby gets.	3

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Crib Distribution/ Sleep Safety Education	Provide education on sleep safety and instruction on properly using cribs safely.	13	Provided education on sleep safety and instruction on properly using cribs safely. We learned though many of our clients felt confident about caring for their baby and providing a safe sleep environment, they had concerns about childcare/ co-parenting/ grandparents ability to provide a safe sleep environment. We encouraged out clients to have care providers come in and watch the video and also emphasized the benefit of a pack 'n play, being it can go with the baby effortlessly.	10
Life-Skills Education Program	Provide education on Financial planning and money management, meal planning securing safe housing, and establishing healthy relationships.	2	Provided education on various life-skills education. There was less interest in this sort of curriculum this quarter than in the past. However, the clients who participated in life-skill education were happy with the information they gained.	10
Nutrition	Provide education on early prenatal care, use of folic acid, good nutrition, exercise, etc.	6	Provided education on early prenatal care, use of folic acid and good nutrition and exercise. In addition to educating our clients, we were able to distribute prenatal vitamins to 3 of our EWYL clients this quarter. Our vitamins are provided to us by the non-profit organization, Vitamin Angels.	8
Parenting Education	Provide education on infant care, discipline, happy baby, child care resources, etc	23	Provided education on various aspects of infant care, discipline, happy baby, and child care resources. Again, we saw over twice as many clients than anticipated. We now have "Love & Logic" curriculum available and has been a hit with our clients who want to focus on discipline.	10
Pregnancy Education	Provide education on childbirth education, smoking cessation, reducing/ eliminating alcohol and drug use.	17	Provided education on various aspects of pregnancy. We have seen an increase in confidence in our younger clients especially. It's wonderful to see them relax and start to enjoy their pregnancy as they learn more and feel prepared.	8

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Provide Necessary Services to all clients	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals.	10	Provided clients with information, referrals and assistance with securing pregnancy support services. We have been intentional about directing clients to the local care clinic for medical needs we are not able to address, and also public health. Our Client Advocates are in the process of updating our resource manual, which will allow us to more efficiently direct clients to other pregnancy support services.	15
Provide Necessary Services Assessments Only	Provide intake assessment to determine need. Provide women with information on, referral to and assistance with securing pregnancy support services. Utilize resource database to provide information and make referrals.	19	Provided clients with information, referrals and assistance with securing pregnancy support services. We had several clients who needed a confirmed pregnancy test to apply for MA and a few who requested prenatal vitamins, STD testing and treatment but didn't wish to enroll in our Earn While You Learn program.	0

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	3
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	0
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	6
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	14
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	7
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	10

Challenges:

We have seen an increase in the number of potential new clients who call to learn more about our services, schedule an appointment (we are usually able to accommodate them within 48 hrs of their initial inquiry) and they don't show up. We provide reminder calls the day prior to scheduled appointments, but that hasn't seem to have much of an impact on the new clients and their rate of showing up. Even when we call them to re-schedule, they will and will still end up not coming to that initial appointment. We have discussed various ideas to help encourage them to come in, free diapers and other incentives. I struggle to understand why they call, schedule and even reschedule and do not show up? A questions we are going to start asking is, "is there something, or what is preventing you from attending your schedule appointment." Perhaps if we are able to identify a trend or common factor, we can address that and shift the probability of the clients showing up.

Comments:

There is a great sense of accomplishment having successfully navigated the first year of this grant cycle. The learning curve was steeper than I anticipated and I am thankful for the PAG manager and other recipients who have been able to field questions and offer clarification for my many questions. These funds have been vital to the growth and expansion of our EWYL program. I'm encouraged by the positive changes we have been able to implement this year and look forward to seeing our center grown and serve more members of our community.